



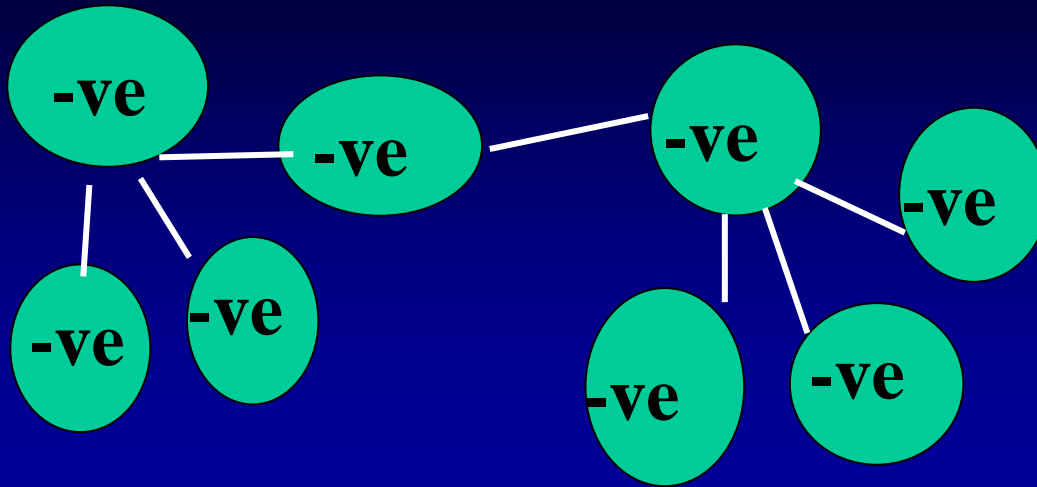
**Fidelity **B**eing Faithful to  
your Partner**

**Have we understood this ??**

# **Concomitant Partner Theory – A key to the Epidemic ?**

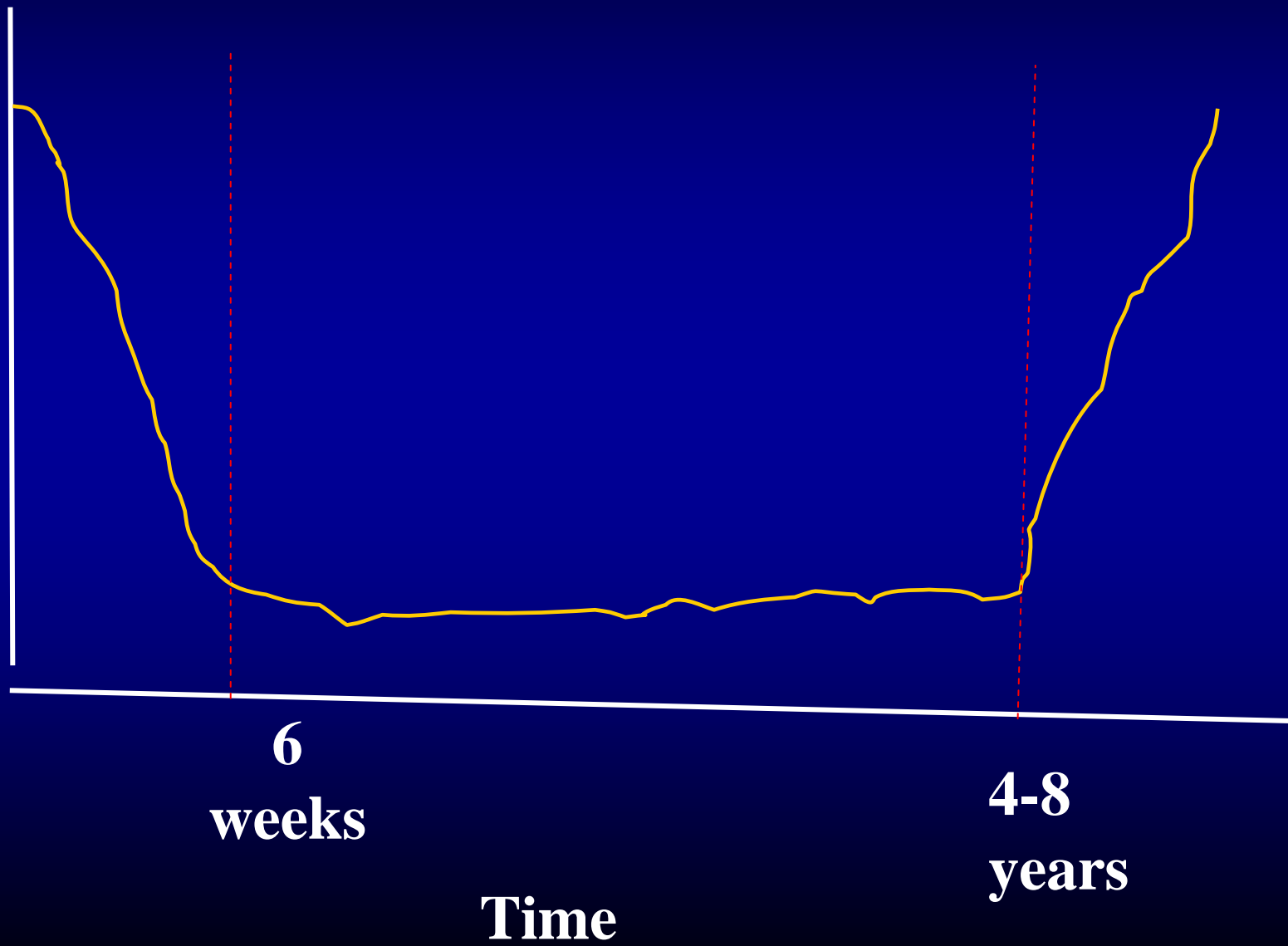
- **On average Africans are not having more partners than people in Europe and North America.**
- **However particularly in Southern Africa people seem to be having more than one partner at the same time – These are often relatively stable long term relationships.**
- **This is fine if it is a closed system but devastating if it opens up.**

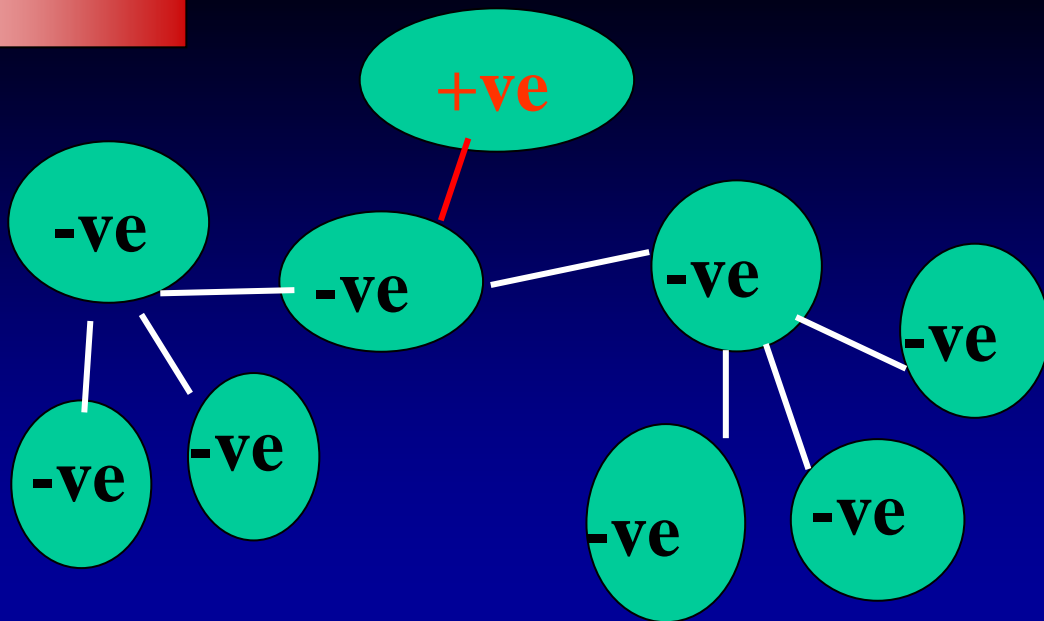
# Concomitant Partner Network

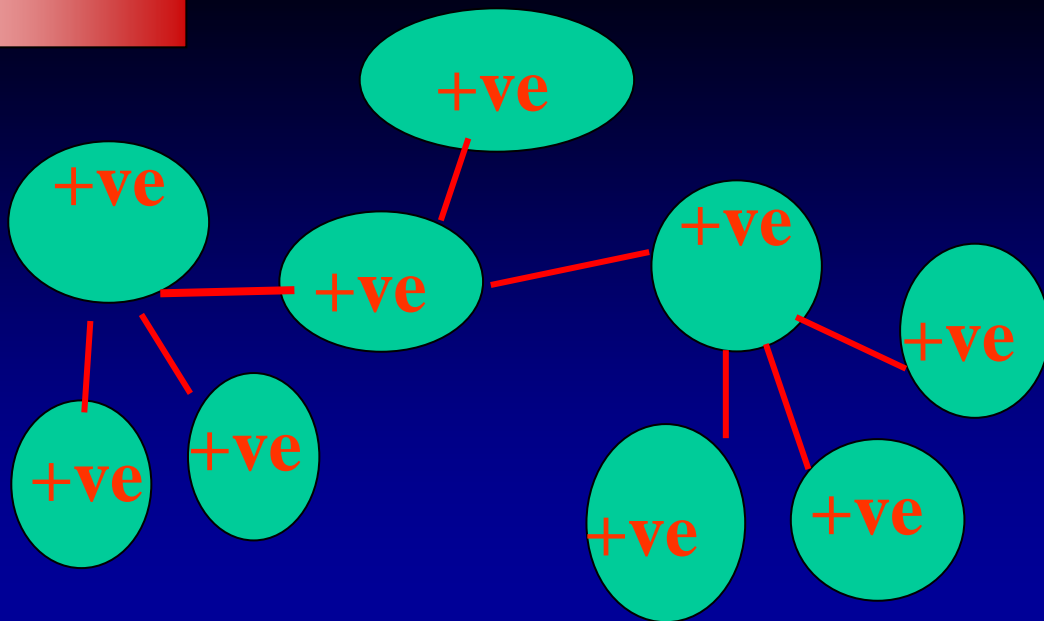




**Viral  
Load  
&  
Infectivi  
ty**







# Behaviour Change Communication

## Basic Principles

- Before you communicate –  
Good Formative Research
- Does your audience  
understand what you are  
asking them?

# **What is faithful?**

**Yes He is faithful to me**

**Yes he has other Girl friends**



# What is a partner ?

**May only be seen as a  
regular partner**

# **So What Should our Approach Be?**

- **Partner reduction and fidelity**
- **Framed in a way that makes sense to our audience**
- **Synergising of Messaging**
- **Multiple levels of intervention at scale**

# How Can We Communicate This ?

**Pre -test !!!!!!!**

**Make sure that your audience understands the message in the way it was intended to be understood – it resonates**





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**Thank You**